

## **For Immediate Release**

### **Simmons Perrine PLC Unveils Refreshed Brand and Streamlined Name**

*Downtown Cedar Rapids law firm enters its 110th year reaffirming a commitment to excellence that dates back to 1916.*

**January 19, 2026** — Simmons Perrine Moyer Bergman PLC, announced today it has streamlined its name to Simmons Perrine PLC and launched a new brand identity and website that reflects the firm’s history and embraces its future.

“We’re proud to introduce a shortened name and refreshed look that better reflects who we are today,” said Managing Partner Brian Fagan. “The new brand identity recognizes the tireless work of those who built this firm while offering a clear expression of where we are headed. We have always held ourselves to a high standard of excellence, and that standard will continue to guide everything we do to serve our clients.”

Founded in 1916, Simmons Perrine PLC is headquartered in downtown Cedar Rapids with an additional office in Coralville. While Simmons Perrine grew steadily, another Cedar Rapids firm was taking shape. In 1961, Clinton Moyer and William (Bill) Bergman established Moyer & Bergman, which quickly evolved from a two-person practice to a full-service firm.

By the 2000s, specialization in the legal profession made collaboration increasingly valuable. In January 2009, Simmons Perrine PLC and Moyer & Bergman merged to form Simmons Perrine Moyer Bergman PLC, bringing together two respected legacies under one roof. As the firm reaches its 110th year, Simmons Perrine PLC is supported by a team of 120 attorneys, paralegals, and professional staff.

As part of the rebrand, the firm has also launched a new website at **sp.law**, designed to better serve clients through improved access to information, resources, and the firm’s attorneys. “It’s exciting to see this next chapter unfold,” Fagan said. “We’re mindful of the

trust generations of clients have placed in our firm, and we're committed to building on that foundation in a way we're proud to carry forward."

**About Simmons Perrine PLC** Founded in 1916, Simmons Perrine PLC is one of Iowa's largest full-service law firms, known for its collaborative approach, forward-looking focus, and commitment to high-quality results. Powered by experienced attorneys with a dedicated team, the firm advocates for clients across the state, the nation, and the world. Simmons Perrine PLC approaches each client's objectives as its own—delivering peace of mind for today and confidence for tomorrow.

---

---

#### **Media Contact**

Simmons Perrine PLC Chief Marketing Officer Juli Gotto | 319.896.4096 |

email: [jgotto@sp.law](mailto:jgotto@sp.law)